

REPORT

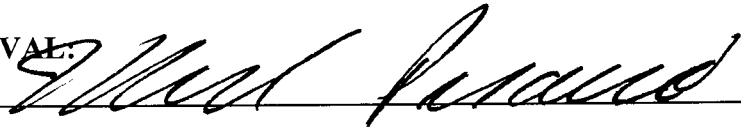
DATE: January 5, 2006

TO: Administration Committee
Regional Council

FROM: Nancy Pfeffer, Sr. Regional Planner, 213-236-1869, pfeffer@scag.ca.gov

SUBJECT: Additional Sponsorship for Faster Freight Cleaner Air Conference

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION:

Approve \$23,000 in additional funds toward sponsorship of this conference, scheduled for Jan. 30-Feb. 1, 2006 at the Long Beach Convention Center.

SUMMARY:

In November the Regional Council approved \$5,000 from the General Fund towards a co-host level sponsorship of this conference. Staff was unable to raise the additional sponsorship funds from outside sources and instead proposes to reallocate monies within the General Fund budget to accommodate the expense.

BACKGROUND:

The South Coast Air Quality Management District, California Air Resources Board, and United States Environmental Protection Agency, among others, are co-hosting Faster Freight Cleaner Air 2006 in late January at the Long Beach Convention Center. The three-day conference and expo will highlight the innovative programs, policies and technologies now being implemented in Southern California, across the nation, and internationally to improve the efficiency and reduce the air quality impacts of goods movement.

SCAG's participation as a co-host of this conference is desirable for several reasons. It puts us on a level with the other sponsoring air regulatory agencies and makes our integral role in assuring the region's clean air more visible to the community. It also gives us the opportunity to participate in every step of agenda development as a member of the Steering Committee. We will have a speaking slot on the opening day of the conference and several additional slots during the conference. These will serve as opportunities to highlight our recent work in goods movement. We also have 10 registrations for the conference and a large display booth at the expo, through which we can highlight our programs.

This conference is likely to attract hundreds of attendees, as did last year's inaugural Faster Freight Cleaner Air conference in Oakland. Both industry and community representatives are expected to mingle with regulators and other attendees. The conference will serve as an important forum for discussion and appreciation not only of current efforts, but also of emerging issues that will impact freight transportation. For example, one of the confirmed keynote speakers is Paul Roberts, author of the influential recent book "The End of Oil." Several agenda sessions will highlight innovative technologies for reducing environmental impacts as well as for transporting freight, while others will highlight innovative funding approaches. The conference also anchors what has been dubbed "Freight Week." The second half of the week will see the National Urban Freight Conference produced by METRANS, also in Long Beach. Together, these conferences provide high visibility for this issue in Southern California.

REPORT

In November the Regional Council approved \$5,000 from the General Fund towards the total co-host commitment. It was our intention at that time to raise approximately \$20,000 from outside sources. However, this has not proved to be possible since so many organizations are sponsoring the conference in their own name.

Therefore, we are recommending that the Regional Council approve an additional expenditure of \$23,000 for this conference. This consists of \$20,000 for sponsorship and up to \$3,000 in costs associated with the display booth. All the funds in the account for Regional Council sponsorships have been committed to other purposes. In order to provide these funds, we propose to move this amount from the account for interest payments on our bank Line of Credit, which we do not anticipate using, to the account for Regional Council sponsorships as follows:

WBS 06-800.SCGS9

| | | |
|------------|------------------------------|------------------|
| GL # 55970 | Interest on Bank LOC | \$100,000 |
| | Transfer to GL # 58800 | <u>-\$23,000</u> |
| | Remaining balance in # 55970 | \$77,000 |
| GL # 58800 | RC Sponsorships | \$76,100 |
| | Transfer from GL # 55970 | <u>+\$23,000</u> |
| | New balance in # 58800 | \$99,100 |

FISCAL IMPACT:

Approval of this request will result in a budget for this conference of \$28,000 and will reallocate \$23,000 within the General Fund.

